Small Business Teaming
NASA Aerospace Business Matchmaker (pre-event)

Ludmilla Parnell
Director, Small Business Partnerships
June 28, 2018
General Dynamics

A PROVEN MARKET LEADER
Customer-aligned to address mission-critical needs

- Business aviation
- Combat vehicles and systems, armaments and munitions
- Shipbuilding and marine systems
- Mission-critical information systems and technology
IT Integrator and Services Provider
- Large scope and scale, global footprint
- Over 21,000 employees around the world

Aligned for customer success
- Full suite of government-wide and agency-specific flexible contract vehicles
- Growing state and local presence

End-to-end mission-focused solutions
- Cybersecurity
- Enterprise Information Systems
- Mission Support Services
Lifecycle Services and Solutions

**CYBERSECURITY**
- Architecture and Design
- Cyber Services
- Cybersecurity Operations

**ENTERPRISE INFORMATION SYSTEMS**
- Application Development
- Cloud Solutions
- Customer Experience Solutions
- Data Management and Analytics
- IT Infrastructure Build Out and Modernization
- IT Operations and Maintenance

**MISSION SUPPORT**
- Health Solutions
- Intelligence and Special Operations Support
- Logistics and Supply Chain
- Professional and Technical Services
- Training and Learning Solutions

LIFECYCLE SOLUTIONS FOR MISSION SUCCESS
A Good Small Business Partner: Considerations

- Core capabilities and past performance
- Competitive pricing
- Personnel experience, locations
- Quality procedures, continuous improvement
- Resource availability, HR stability
- Financial solvency/risk/strength
- Reputation
- Cost and cycle time reduction programs
- Technological or service advantages and innovations
- Organizational conflict of interest (OCI)
- Dependable, team player, responsive
- Are you cyber ready?

Alignment
- High ethics
- Strategic differentiation
- Customer understanding
- Not just a SB “category”
- Priming a SB set-aside?
  - Capture/Lead/Write Prop
  - Must Perform 50%+ Work
  - Processes & Management

Differentiate
- Customer knowledge and experience
- Why your company?
- Why are you seeking GDIT out to team?

Focus
- Use an opportunity-driven approach
- Understand your opportunities of interest
- Stay focused and targeted!
- Provide strategic differentiation
How Can You Add Value and Differentiate Your Company?

Understand Your Market Focus
- Strengths, core capabilities
- Past performance, current work
- Where do you want to grow?
- Market growth there to support it?
- SPECIFIC Customer Differentiators

Value Proposition
- Niche Technology
- Market Knowledge
- Customer Focus
- Marketing Focus
- Customer Reputation
Understand Your Market Focus

• What are your strengths and core capabilities?
• What types of past performance do you have?
• Where is your current work today?
• What areas do you want to grow in?
• Is the market growth there to support it?
Getting Our Attention

Do Your Homework First

Opportunity Driven Approach

- Customer websites
- Industry Days
- Customer events
- Procurement forecasts
- Industry associations (AFCEA, NDIA, IAC)

Research First

- Company websites
- Talk to contacts
- Government and technology journals
- “Hot buttons”
- Government targeted events
- Understand what we do!

Prepare “Elevator” Speech But Tailor it to Company

- Unique capabilities related to customer opportunities and requirements
- Customer past experience
- Other customers
- Added value

Prove Real Interest

- Follow through on actions and requests!
- Be responsive!
- Show enthusiasm!

• Do Your Homework First

• Follow through on actions and requests!
• Be responsive!
• Show enthusiasm!
Capture Planning: Develop Specific Opportunities

**Develop a Contact Plan**
- What issues for discussion
- Where is the information
- When should we get the information
- Why talk with specific people

**Make Contacts**
- Listen to prospective customers
- Develop a trusting relationship with customer

**Gather Information**
- Incumbent strengths and weaknesses
- Grow trusting relationship with the customer
- Customer priorities
- Funding sources

**Plan**
- When to show how you will solve a customer’s problem
- Strategic and contingency hires

**Gather Other Data**
- Competitor analysis
- Cost estimates
- Win theme
Steps to Successful Teaming

- **Focus on a customer area – narrow it down…**
  - Map out contract opportunities – recompetes, new opportunities, etc.
  - Do you know the customer? Do you know how to obtain information?

- **Timing – teaming far in advance of the deal (18-24 months out)**
  - Working on next year and beyond
  - Understand roles of capture managers and program managers

- **Be prepared for discussions**
  - Read and understand the opportunity, and where you can bring value

- **RFP requirement and your fit — tell us:**
  - Related niche or capability areas
  - Related past experience
  - **Customer knowledge and experience**
  - **Why your company?**
  - **Why are you seeking us out to team?**

- **Make sure you are registered with us**
  - [www.generaldynamics.com/SUPPLIERS](http://www.generaldynamics.com/SUPPLIERS) OR
  - [https://gdit.com/Partners](https://gdit.com/Partners)
Closing the Deal – Getting on the Team

- **Know the contracting details**
  - NDA / TA / Attachments (SOW)

- **Ask about the decision making process / selection process**
  - Internal discussions
    - Meetings with small businesses
    - Database searches
    - Teaming decision authority

- **Basis for teaming decisions – Why this company? Why this individual?**
  - Behind the scenes discussion
  - Value brought to the table
  - Thought process behind selection

- **Understand what you bring to the Prime**
  - Be able to cite reasons
  - Differentiators / value
  - Relationships /support

- **If you are late to the table** - get your hands on the RFP!
  - Existing business – different approach

---

Key to Teaming - Be Proactive and Selective in Your Marketing Efforts!
Our Database Provides Teaming Partners

• Go to the Partners Page at [https://gdit.com/Partners](https://gdit.com/Partners)

• Click on “Register Your Company” and register
  – This is a General Dynamics central registration site, accessible by all General Dynamics

• Include:
  – Descriptive capability keywords
    o E.g.: Network engineering, not IT
    o Not: See attached brochure
  – Specific customer areas
    o E.g.: DOD/Navy/NAVSEA/NUWC not Federal Government
  – Upload corporate briefings and other capability documents – VERY highly recommended
  – Technical certifications
  – Clearances
  – Other relevant information

*This database is searchable – we use it to find teaming partners!*
So How Can You Work With Us?

• Develop understanding of customer mission and requirements
• Review https://gdit.com or www.gd.com and check business unit websites
  • Understand what we do and fit with your company
• Familiarize yourself with our products and services
• Monitor program awards, recompetes, new contract opportunities
• When contacting us:
  • Address your product/service differentiators
  • Clearly present your value proposition
  • Engage earlier than later
  • State industry and related experience
• Contact the applicable SBLOs listed on www.gd.com/Suppliers
• Register in the General Dynamics Enterprise Supplier Registration Portal at www.gd.com/suppliers or https://gdit.com/sb (Update regularly)
• Ensure your company is compliant with FAR 52.204-21 Basic Safeguarding of Covered Contractor Information Systems (June 2016) – see GDIT Cybersecurity for our Suppliers
And….

• Always present yourself **professionally** and use good business **etiquette**
• Know the **market** you’re targeting – Understand and know the **customers**
• Send emails that are **informative, concise, well-written** and **purposeful**
• Know **why** you want to meet – Focus on **opportunity-driven** meetings
• **Follow-up**
• **Network** at targeted events that fit your marketing focus
• Develop **relationships**, outstanding past **performance** and **TRUST**!
Conclusion

- Winning is not easy
- Focus, focus, focus
- Understand government business, contracting and rules of engagement
- Attack needs – discuss solutions, not just capabilities
- Fit in – prime’s processes, tools & interests
- The five P’s
  - **Plan** your strategy and approach
  - **Prepare** and implement your action plan
  - Stay **Persistent** in your efforts
  - Remain **Patient** with time
  - **Proactive** marketing, not Reactive
- **Prior Planning Prevents Poor Performance**

GO WIN!
Contact Information
General Dynamics IT – Fairfax, VA – HQ

Small Business Partnerships
smallbusiness@gdit.com

Ludmilla Parnell
Director, Business Development
Small Business Partnerships
(703) 995-5148

General Dynamics
Business Groups

Visit www.gd.com/our-businesses

Information Systems and Technology
Aerospace
Marine Systems
Combat Systems
GENERAL DYNAMICS
Information Technology
Small businesses provide goods and services that keep American aerospace facilities operating around the clock!

Reaching High – Aerospace Business Matchmaker

in partnership with NASA

July 17–18 at Ohio University, Athens, Ohio

All types of businesses can meet one-on-one with NASA centers, their prime contractors and other aerospace industry representatives from across the country for millions of dollars’ worth of contracting opportunities.

WHAT ARE THEY BUYING?

- Mechanical and Electrical Engineering
- Facilities Support Services
- Security Guards and Patrol Services
- Construction Structural/Mechanical Analysis Support
- Temporary Personnel
- IT Infrastructure Services
- Data Processing & Hosting Services
- Commercial and Institutional Building Construction
- Professional and Management Development Training
- Charter/Commercial Air Transportation
- Administrative Management & General Management Consulting Services
- Software Publishers
- Office Administrative Services
- Computer Systems Design Services
- Testing Laboratories
- Cleaning and Maintenance Supplies
- Fuel
- Office Supplies and Equipment
- Janitorial Services
- Network/Communication Services
- Personal Services
- Passenger Vehicles
- Medical Services
- Building Maintenance
- Architecture & Engineering Services
- Advertising Promotional Services
- Aircraft & Watercraft Weapons
- Apparel
- ...and so much more!

For more information and to register, visit

AerospaceMatchmaker.com

The State of Ohio is an Equal Opportunity Employer and Provider of Aids.